In-depths:

- Males ages 18-24.
- 5 respondents smoke Marlboro (Red), Marlboro Medium or Marlboro Light most often.
- 3 respondents smoke Camel or Camel Light most often.
- All will qualify against a provided list of attitude criteria.

Each In-depth interview will be scheduled to last 1 hour. In-depth interviews are scheduled from 1:00 p.m. to 4:30 p.m. on Monday, December 14.

A summary report of findings will be available no later than December 23, 1992.

Costs are estimated at $25,000 ± 10%, inclusive of all research-related expenses and fees, travel and facility food expenses for respondents and viewing clients.

I trust this meets with your approval.

Sincerely,

Bette

Bette Levine

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Marketing Perceptions, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/mxmj0004